

2022

Annual Report

ROUSS CITY HALL



This community never ceases to amaze me. Despite the challenges we face every year, Winchester continues to rise above it all with tenacious strength and resilience.

Demand for our beautiful city has never wavered, and more people are choosing Winchester to work, raise a family and retire than ever before. We continue to tackle housing shortages, upgrade infrastructure, improve parks, and support our public safety team and school system to keep Winchester as one of the top places to be.

City staff work hard every day to serve our community, and I couldn't be prouder of the progress we made over 2022. It wasn't an easy year, thanks to the COVID-19 pandemic recovery, but as usual, Winchester continued to shine. We look forward to serving and working with residents and partners over the coming year, and I can't wait to see what we accomplish next.

Welcome

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CITY COUNCIL



Mayor David Smith
At-Large
Council President



John Hill
Ward 2
Vice Mayor



Kim Herbstritt
Ward 3
Vice President



Richard Bell
Ward 1



Les Veach
Ward 1



Evan Clark
Ward 2



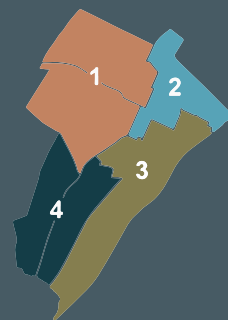
Corey Sullivan
Ward 3



Phil Milstead
Ward 4



Madelyn Rodriguez
Ward 4



CITY OF WINCHESTER, VA

STRATEGIC PLAN

2021-2026

GOALS

1

WORKING WINCHESTER

Promote economic opportunity for all residents through small business supports and workforce development

2

BUILDING WINCHESTER

Establish the foundation for a vibrant community by stimulating development of affordable housing, revitalizing catalyst sites, and building smart infrastructure

3

STRENGTHENING WINCHESTER

Foster a safe, healthy and diverse community for all with ample opportunities for recreation, wellness, and cultural activities

4

MOVING WINCHESTER

Facilitate the movement of people and goods around the city with comfortable sidewalks and trails, expanded transit, and safe streets

5

SUPPORTING WINCHESTER

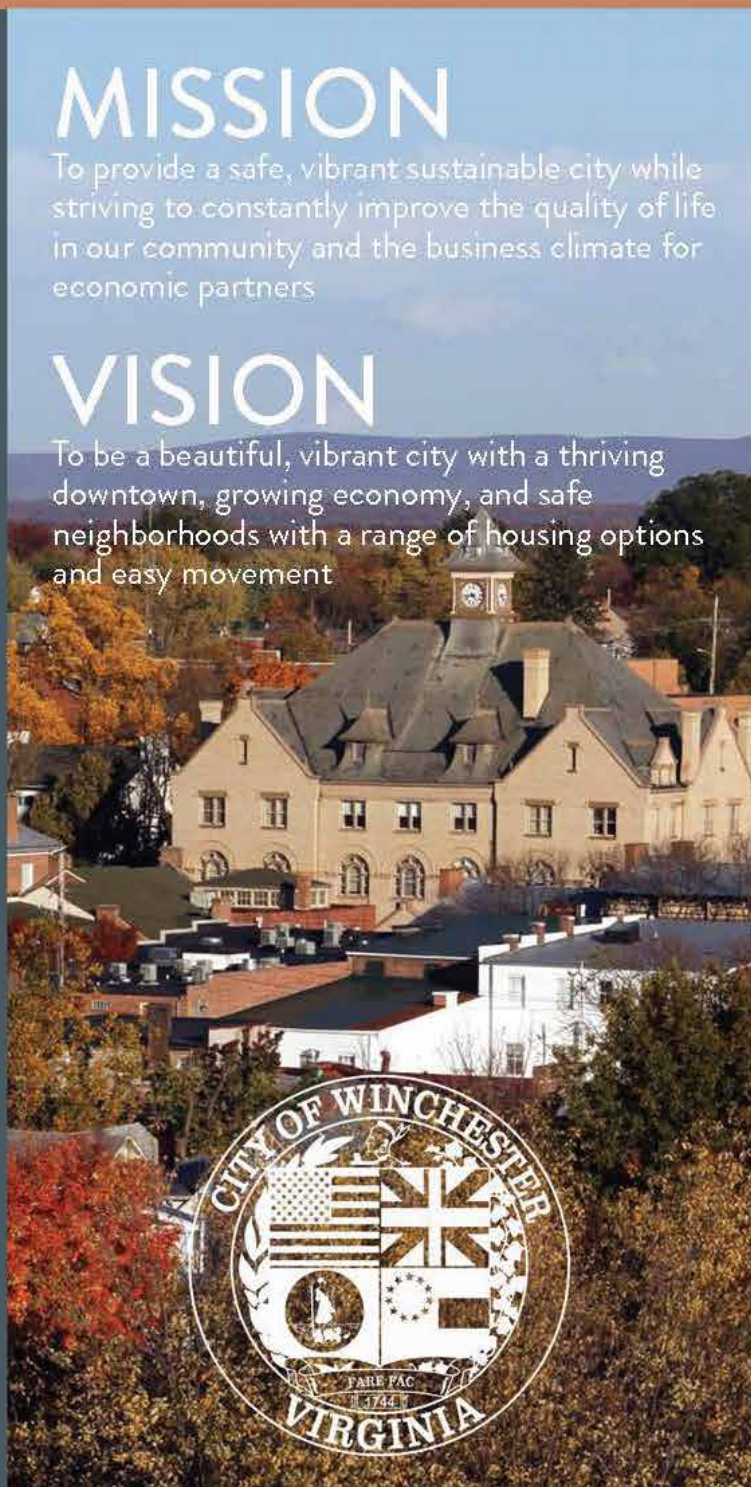
Support the City's high-performing operations with effective and open communication, innovation, and sound fiscal policies

MISSION

To provide a safe, vibrant sustainable city while striving to constantly improve the quality of life in our community and the business climate for economic partners

VISION

To be a beautiful, vibrant city with a thriving downtown, growing economy, and safe neighborhoods with a range of housing options and easy movement





Development Services

Economic Development

Fast Facts About Winchester



28,310

City Population

Virginia Population: 8,683,619



\$61,102

**City Median
Household Income**

Virginia: \$76,398



66.4 %

**Labor Force
Participation Rate**

Virginia: 65.2 %



2.7%

Unemployment Rate

Virginia: 2.6%

Development Highlights



The **Winchester Towers property** is in development as Lynx Ventures, LLC leads the redevelopment of a mixed-use project with 175 residential units, a structured parking facility, and commercial spaces.

The **Kent and Piccadilly Streets** property is proposed to be developed into 16 for-sale townhomes by the Aikens Group (progress photos at left).

Winchester's Economic Development Authority utilized the **Enterprise Zone Incentive** to initiate an \$11 million expansion of Continental AG, which added 67 new manufacturing jobs; a new apple pressing facility investment valued at over \$1 million and created 4 new jobs; and secured the recent commitment of a \$35 million investment from TFC Poultry and the creation of 111 new jobs while establishing the company's first East Coast facility.

Trex Corporation's moved 200 employees into a new corporate headquarters in the City of Winchester, resulting in a roughly \$15 million investment.



Top and bottom: Various stages of the construction progress on Piccadilly Street.

Vibrissa Beer & Kitchen, a new craft beer production brewery and full-service kitchen/restaurant, opened in the former home of the Winchester Star at 10 N. Kent Street. The large production facility allows the business to meet the demand for both local and expanded distribution regions.

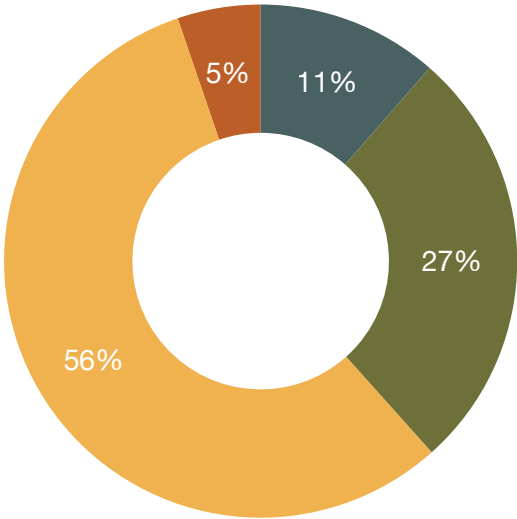
The City’s **Main Street Program** continues to market the City’s downtown successfully by focusing on downtown revitalization and putting the traditional assets of downtown, such as unique architecture and locally owned businesses, to work as a catalyst for economic growth and community pride.

Economic Development Programs

The City of Winchester’s Economic Development department offers an extensive array of incentive programs to support growing businesses that strengthen the local economy and create jobs. Available programs include loans, grants, exemptions, and reimbursements, each created to support specific objectives.

Winchester’s Economic Development department awarded a total of \$55,965.12 in incentives to local businesses.

EDA Incentives	
Micro Loans	\$6,400
Downtown Investment Grants (DIG)	\$15,080
Technology Zone	\$31,548
Exterior Improvement Grants	\$2,937
Total expenses	\$55,965



- Technology Zone
- Micro Loans
- Exterior Improvement Grants
- Downtown Investment Grants (DIG)

Career Education Programs

Employer Expo

The Employer Expo allowed over 340 citizens to meet with 81 of the region’s employers currently hiring for full-time and part-time positions. Industries represented included health care, food production and distribution, education, finance, senior services, transportation, and government.

The first hour of the Expo is exclusively for area high school seniors.

Job seekers were offered workshops including mock interviews, job application practice, and basic and advanced resume writing. Those who registered for and participated in the workshops were eligible for one of three \$1,000 scholarships for college or job training programs.



Left: Business and Community Development Manager Vanessa Santiago poses with a volunteer at the Employer Expo
 Center: Employers from the region hosted tables in the gymnasium at Jim Barnett Park during the Expo
 Right: Social Services employees hand out information to interested applicants at the Expo

Worlds of Work (WoW!)

In Virginia, students begin considering their career journey in middle school. Each year, businesses, educators, and economic development partners come together to host Worlds of Work, an immersive career exploration experience in which students move through 10 different industry sectors, or "Work Worlds," and participate in brief, hands-on activities.

More than 70 businesses participate each year, providing more than 3,000 eighth-grade students with a glimpse into different business sectors from utilities, banking, and manufacturing to financial consulting, public safety, and agriculture.

Old Town Winchester

Main Street Fast Facts



Over **275 volunteer hours** recorded by committee members and event volunteers



More than **\$2 million in private improvements** inside the Primary & Secondary Districts



12 new Piccadilly Street murals completed (at left)

Program Highlights

Old Town Winchester's first signature festival event, **Fiddles & Fifths**, was a two-day bourbon and bluegrass celebration featuring nationally-acclaimed artists and hometown stars. The event offered free admission and was well-attended; the Winchester Police Department commended the well-behaved crowds and safe celebration. The 2023 festival is scheduled for September 16.

The Main Street Committee hosted a site visit from state and national **Main Street America** representatives as they led a **comprehensive community-wide survey**, stakeholder input sessions,

and strategic planning workshops to paint an exciting picture of the potential for Old Town Winchester guided directly by the people who live, work, and play downtown.

In collaboration with local arts nonprofit **Arte Libre VA** and funding from the Winchester EDA and Virginia DHCD, the Main Street Program oversaw the **conception and installation of 12 new parking space murals on Piccadilly Street**. Each mural was designed by a Winchester-area artist and selected by a panel of local arts leaders before being painted onto the street by hardworking volunteers with guidance from the artists themselves. These murals are part of an ongoing Downtown Investment Grant, which also provides funding to Piccadilly Street business and property owners to complete exterior improvements and façade renovations.

Tourism



Uncommon to the Core Campaign

The Uncommon to the Core campaign was **delivered to target markets** continuously from April-December, 2022. Digital and social media ads were viewed 4.9 million times, and video ads were viewed 412,000 times. Different ads and videos were developed depending on seasonality and targeted audience.

Tourism American Rescue Plan Act (ARPA) Grants

The department **received state Tourism ARPA grants** through the City and County, which are funding seven initiatives that are in various stages of completion: A new Beer & Cider trail and passport program; a local *Uncommon to the Core* campaign; a Sports Tourism initiative; a directional sign on I-81 for Historic Old Town Winchester; a number of new interpretive historical signs focused on African-American and Native American history; improvements to the Visitor Center; and a travel writer FAM tour promoting various experiences in the City and County.

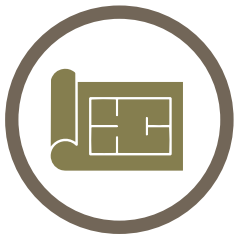
Hillside Grant

Winchester-Frederick County Tourism received a Keep PA Beautiful grant of \$10,000 to completely **clear and replant the hillside** between the Visitor Center and Rouss Spring with native, pollinator-friendly trees, shrubs, and perennials.

Planning

An update to the City's **Comprehensive Plan was adopted** in March 2022 and identified where increased density and taller buildings should be considered in the future.

Major rezonings reviewed in 2022 include the 262-unit 550 Fairmont mixed-use Planned Unit Development, the 331-unit Crossover Apartments, and the 440-unit Winchester Grove mixed-use project at the Virginia Apple Storage site on Valley Avenue.



40 cases

Site Plans

Total approvals: 25

Total denials: 0

Total withdrawn: 2



142 cases

Certificates of Appropriateness

BAR approvals: 47

Administrative approvals: 74

Denials: 2



65 cases

Corridor Enhancement Applications

Total approvals: 42

Total denials: 0

Total withdrawn: 1



48 cases

Other Cases

Total approvals: 14

Total denials: 0

Total withdrawn: 2

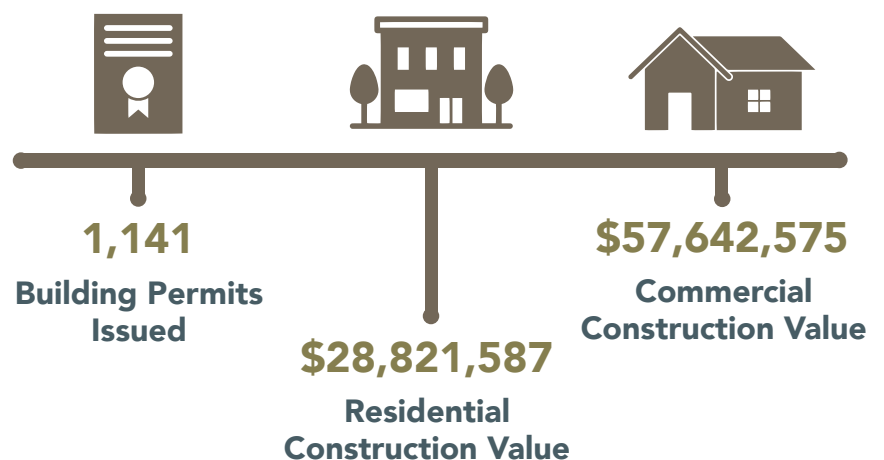


Left: Progress from the Harrison Square development. Right: Schematic of the Cameron Square project.

The 175-unit Cameron Square project between E. Piccadilly & Baker Streets, including a building extending over E. Fairfax Lane, **proceeded with a site plan review**. Projects completed include the Sarah Zane Building, the former Winchester Star reuse (now home to Vibrissa), and The Monument at the north end of the pedestrian mall. All projects entail mixed-use.

Zoning & Inspections

Inspections Activity	
Graffiti	16
Nuisance	241
Property Maintenance	125
Rental Housing	248
Spot Blight	14
Vacant Building	2





Public Services

Engineering



137

Site Plans Reviewed



109

Stormwater
Facility Inspections



2,392

Erosion and Sediment
Inspections



405

Right of Way
Permits Issued

Public Works

Capital Improvements



Left: Paving on Papermill Road



Right: Contractors continue work on the Central Downtown Infrastructure improvements

The **Central Downtown Infrastructure Improvement Project** resumed in 2022. The Washington and Morgan Streets section was completed.

The **Tevis Street Infrastructure** and cul-de-sac project was completed.

Half of the **Valley Avenue Infrastructure project** in the North End, including repaving, was completed.

A **new section of Hope Drive** was opened in addition to an improved Papermill Road.

The 2022 **Sidewalk Master Plan** was adopted and replacements commenced.

Refuse & Recycling



Left: Glass recycling centers were installed at or near the City's parks as part of a re-imagined glass recycling program
Center: Refuse & Recycling Manager Michael Neese tosses glass bottles into the City's new glass crusher
Right: An automated trash truck picks up a new trash cart

Refuse & Recycling rolled out a new **glass recycling program** after a period of not being able to collect glass with co-mingled curbside pickup. Glass recycling collection centers were placed at or near City parks, and items are processed with a new glass crusher at City Yards. The glass is crushed into sand and aggregate textures and used throughout the city in various applications.

The team also rolled out **automated trash collection** in some neighborhoods, speeding up collection and reducing employee injury risk.

Refuse & Recycling Metrics	Tons
Trash Collected	7,111
Paper/Cardboard Recycled	930
Plastic and Cans Recycled	294
Yard Waste Collected	743
Leaves Collected	615
Glass Recycled	17



City Arborist Jordan Herring (far right) poses with a volunteer group during a tree planting.

Streets & Trees



2,513 lane miles of streets swept



12.4 lane miles of streets repaved



511 street signs installed



180 trees planted



649 trees trimmed



185 dead trees removed

Transit



WinTran, the City's public transit system, **carried 155,696 passengers** to their destinations.

Transit **continued offering fare free rides** and will do so through June 2023.

The WinTran **Transit Guide** was updated in summer 2022. Access it by scanning the code.

Utilities, Water & Wastewater Treatment

Utilities	
Water main breaks repaired	26
Water mains replaced	1,495 linear feet
Water meters read	72,936
Water service lines replaced	34
Fire hydrants flushed (number)	1,192
Fire hydrants replaced	4
Sewer mains cleaned (linear feet)	154,717 linear feet
Sanitary sewer mains lined/replaced	3,651 linear feet
Sanitary sewer laterals replaced	29
Sanitary manholes replaced	7
Sidewalks replaced	4,554 linear feet
After hours call-outs	188
Utility payments processed	73,279
Utility revenue collected	\$29,389,753.54
Average daily water treated	5.48 million gallons
Average daily wastewater treated	8.17 million gallons





Public Health & Safety

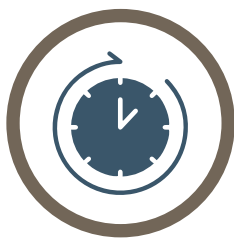
Winchester Police Department



102,966

Total Call Volume

Police Dispatched Calls: 18,292



3.57 seconds

Average Answering Time

(911 calls only)



45,029

Total Calls for Service

Fire & Police



2,162

Mental Health Calls

17% department hours

Police & Emergency Communications Highlights

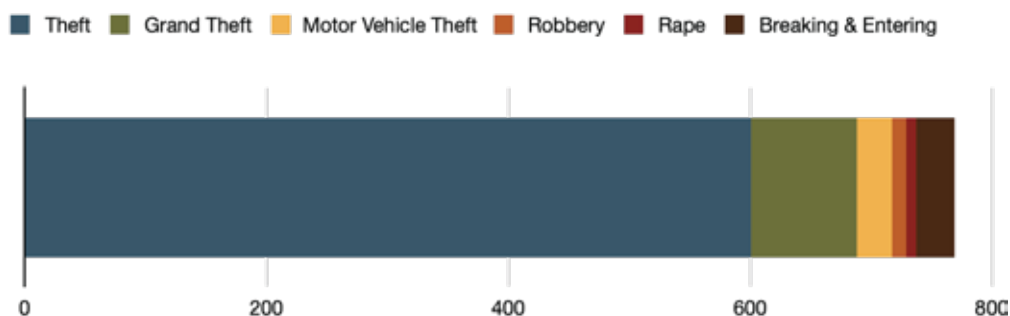
In December 2021, the WPD underwent a re-accreditation process by the Virginia Law Enforcement Professional Standards Commission (VLEPSC). Notice of **re-accreditation** was received in early 2022 and is effective for the next four years. The WPD has been accredited by VLEPSC since 2009.

On March 12, the WPD celebrated its **200th anniversary**. The WPD worked with the Communications Department to create a history book/yearbook detailing its first two centuries, and the book will be available in early 2023.

Chief Amanda Behan became the **first female chief** of the Winchester Police Department on October 21. Her promotion comes after Chief John Piper ascended to the position of Deputy City Manager of Public Safety.

As of October, the Emergency Communications Center adopted Prepared Live technology to securely **live stream video of incidents** from 911 callers' cell phones.

Major Crimes	
Theft	601
Grand Theft	87
Motor Vehicle Theft	29
Robbery	12
Rape	8
Breaking & Entering	32
Total	769



Emergency Management

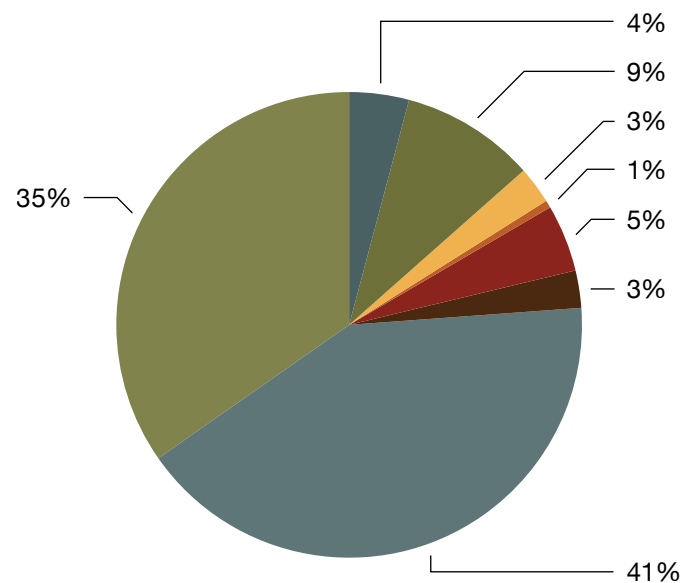


The Public Safety team returned to hosting a full-scale National Night Out on the Loudoun Street Mall on August 2, 2022.

trained with eleven becoming certified FAA remote pilots and eight awaiting testing. Altogether, the City's drone team **logged approximately 286 hours of instruction and flight training** during the year, and conducted 193 total flights totaling over 80 miles of travel and 29 hours of actual flight time.

Emergency Management also worked with Winchester Public Schools and the Police, Fire & Rescue, and Social Services Departments to conduct a large-scale active shooter mass casualty exercise at John Handley High School.

sUAS (Drone) Flight Types	
Emergency Services - Special Events	8
Emergency Services - Other	18
Law Enforcement - Crime Scene	5
Law Enforcement - Suspect Search	1
Law Enforcement - Special Events	9
Law Enforcement - Tactical Support	5
Test Flights	80
Training Flights	67
Total Flights	193



Emergency Services - Special Events
Emergency Services - Other

Law Enforcement - Crime Scene
Law Enforcement - Suspect Search

Law Enforcement - Special Events
Law Enforcement - Tactical Support
Test Flights
Training Flights

Winchester Fire & Rescue Department



6,828

Total Incidents

Fire: 1,551

EMS: 5,277



37.78%

Resuscitation Rate

29% national avg. 2016



4.5 minutes

Average Emergency Response Time

Non-emergency: 6 mins.



39,521

Staff Training Hours

15.1% increase over 2021

Fire & Rescue Highlights

The City **purchased its first fire station**, South End (Station 5) from the volunteer organization. The City also purchased its first ambulance and now owns two ladder trucks and two ambulances.

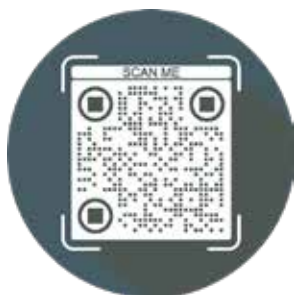
A new **mental health wellness program was implemented** that includes access to a Critical Incident Stress Management (CISM) team, mental health specialist, peer support trained personnel, chaplains, and a number of online resources. This program will be available to all City employees that are part of the Public Safety Team.

WFRD **partnered with a contracted Athletic Trainer** to improve employee strength, conditioning, and mobility. Through assessment and education, the Athletic Trainer's mission is to reduce the impact of on and off-the-job injuries that result in lost time, along with an increase in overtime cost due to position vacancies.

The Community Paramedic Program enjoyed its first full year of implementation and is currently **working with 42 community members**. Through partnership with Shenandoah University, interns now ride along with the Community Paramedic Program.

We **partnered with the Shihadeh Innovation Center** and its EMT class, and we're exploring an opportunity to provide a Firefighter class for Handley students in 2023.

Through use of the First Due platform, **we enhanced and increased preplanning**; the Community Connect module of the platform allows community members access to enter critical information that can be used by responding personnel during an emergency.



Winchester Department of Social Services

Scan the code to view the full Social Services Annual Report document.



Parks & Recreation

Parks & Recreation

Shenandoah University (SU) hosted a **ribbon cutting ceremony to open both Bridgeforth and Rotary Fields** in April of 2022 to showcase the completed renovation project that converted both fields to synthetic turf. The facility was an NCAA host site for the Super Regional Baseball Tournament for Division III baseball in June of 2022.

As part of the Memorandum of Agreement made between the SU and the City, WPRD received its annual stipend of \$25,000 in 2022 to help **remove economic hurdles for City youth** to participate in positive programs. WPRD launched the second phase of this process by offering youth sport leagues for ages 5-14, free entry level swim lessons, and the Learn to Swim Initiative.

The **Park Advisory Board was restructured** by enacting by-laws to govern the advisory committee, and encouraging board representation from each of the four City wards.

Several **events were resurrected** including Movies in the Park, National Trails Day, various Easter events, the Fishing Rodeo, July 3rd fireworks, various fall events, middle school dances, and the annual Holiday Parade and Open House.



A **street naming ceremony was held** at McCormac Circle in Jim Barnett Park to honor the McCormac family, a family that is deeply rooted in the City of Winchester. H.B. McCormac, Sr. donated land to the park that later became Jim Barnett Park, and H.B. McCormac, Jr. continued his father's legacy by getting involved in civic organizations focused on supporting Winchester.



Parks & Recreation partnered with Literacy Volunteers of Winchester to **install 13 "Little Libraries"** throughout the park system. These provide households equal access to a variety of reading materials while visiting city parks.

Top: The newly installed McCormac Circle sign
Bottom: Two of the 13 Little Libraries



The Eagles Field Drainage Project at Jim Barnett Park was completed in October 2022.

In August 2022, City Council unanimously **approved the Preston Field Turf Project** to convert the two existing rectangular grass fields in Jim Barnett Park into two synthetic turf fields as part of a partnership with Blue Ridge United Soccer. The project went through the bid process at the end of 2022 with a target construction start date of beginning construction in late summer 2023.

The **Eagles Field Drainage Project was completed** in October 2022. A comprehensive drainage system was installed to protect the field's playability after rainy weather, and the infield was extended to add 90' base paths so more age groups can utilize the field in the future.

Amenities including restrooms and trail lighting were added to Frederick Douglas Park. The existing **athletic fields were converted** to irrigated, sodded athletic fields for better playability. These upgrades started in October 2022 and will be ongoing into 2023.

City staff **completed several projects to beautify the park system** and address maintenance concerns. These projects included sealing pathways like the Green Circle and Kiwanis Fitness trails, re-purposing parking areas, cleaning up the McCormac Amphitheater, and planting trees throughout green spaces.

Participation numbers of the HIVE, WPRD's childcare program, **increased** for both the school year program as well as the full day summer camps.

Program	Youth Participation	RDF Fee Waived	SU Scholarship Monies Used
Youth Basketball	187	\$55	\$10,285
Youth Volleyball	67	\$49	\$3,283
Youth Cheer	52	\$50	\$2,600
Youth Flag Football	79	\$49	\$3,871
Swim Lessons	56	\$43	\$2,408
Total	441	-	\$22,447

RDF = City Resident Discount Fee



WINCHESTERVERVA.GOV/PARKS

2023 ANNUAL MEMBERSHIP

**AS LOW AS
\$12/MONTH!**



Winchester
parks and recreation *Virginia*



Support Services & Communications

Finance

The City achieved a **AAA bond rating** by Standard & Poors, the highest rating an organization can attain. The **Excellence in Financial Reporting and the Distinguished Budget Presentation Award** was also received from the Government Finance Officers Association.

The Finance Department prepared its first **electronic budget book** and continued uploading financial data to OpenGov, where residents can track City expenses in real time.

The Budget in Brief, Annual Comprehensive Financial Report, and FY23 Adopted Budget were all published and are available online. Scan the code to view the documents.



Human Resources

In addition to **raising the minimum wage** to over \$15 per hour for entry level positions, the City began offering **signing bonuses** and employee **referral bonuses** to attract top talent.



An **employee clinic** was opened at 33 E. Boscawen Street (former Old Town Welcome Center). Full-time staff and their family members on the City's health plan can take advantage of this free health clinic (no out-of-pocket costs, including co-pays). The goal of this new benefit is to promote health, prevent diseases, provide a shorter/easier path to care, and keep medical costs down for our staff. The clinic was jump started with ARPA funds.

Communications

The City's new website went into development with OpenCities. Projected rollout is July 2023.

Find and follow the City of Winchester on all the major platforms!



YouTube

CityOfWinchesterVA



LinkedIn

City of Winchester, Virginia
Local Government



Instagram

@wincvagr
@oldtownwinchesterva
@visitwinchesterva
@wincvaparks



Facebook

/winchestervagr
/WinchesterVAPD
/winchesterfireandrescue
/OldTownWinchesterVA
/visitwinchesterva
/wincvaparks



Twitter

@WincVAgov
@WinchesterPD
@WFRDva
@WincVA
@VisitorsCenter
@WinchesterEda



Soundcloud

/roussreview



Nextdoor

City of Winchester



Snapchat

@wincva.gov
Scan our Snapcode!



Annual Information Calendar

The annual information calendar is mailed to all 22601 residents each December. Use it to keep up with trash & recycling changes, City office closures, important events, and more.

Innovation & Information Services (I&IS)

A new **computer-assisted mass appraisal system** and a workflow/forms processing tool were acquired and implemented.

Winchester Public Services and Emergency Medical Services payments were consolidated into a single platform that **provides various modern ways to remit payment** like Apple Pay and Venmo.

The FY22 **access points refresh was completed** with approximately 22 access points replaced. The Commonwealth's Attorney's Office was also onboarded into the I&IS service portfolio.

Server migrations included Public Utilities applications, Police applications, Emergency Communications Center applications, and building security applications.

Six physical **server replacements were completed** City Hall, Timbrook Public Safety Center, and Parks & Recreation.

A **project management framework was launched** to evaluate, implement and monitor large scale IT projects.



GET NOTIFIED

SIGN UP NOW FOR EMERGENCY ALERTS

Receive emergency notifications and community news via WINCVAALERTS. Just scan the code below, create an account, and fully customize your preferences.



RECEIVE TEXT, VOICE, AND EMAIL MESSAGES

You can register any address (work, home, etc) with a 22601 ZIP code

Calls from 540.662.9850 | Texts from 893-61



OPT IN TO NON-EMERGENCY ALERTS

Options include weather, Refuse & Recycling changes, scheduled road closures, City facility closures, WinTran schedule changes, and Snow Plan activation/deactivation



Scan me! Or visit:

winchesterva.gov/pio







Rouss City Hall
15 N. Cameron Street
Winchester, VA 22601